

January, 1986

SIMILARITY/DIFFERENCE TEST - II (CL)

(Proposed Topline Banner)

				TOTAL					
Regular Brand								Flavor Type	
Total	Total Benson & Hedges Smokers	Benson & Hedges Lights Smokers	Com- petitive Flavor Low Tar Smokers	Sex		Age		Menthol	Non- Menthol
				Male	Female	18 - 34	35 - 54		

RUN QUESTIONS:

Screener

Q.2 Age
Q.3 Sex
Q.10 Flavor Type

Questionnaire

Q.2 Ad Recall For Benson & Hedges (Unaided)
Q.4/5 Ad Recall For Benson & Hedges (Aided)
Q.7 How Respondent Would Refer To Benson & Hedges Classic Lights
Q.9 Opinion Of Strength Of Taste Among Benson & Hedges Cigarettes
Q.10 Opinion Of Tar Level Among Benson & Hedges Cigarettes
Q.15 Comparison Of Taste Among Benson & Hedges Cigarettes
Q.16 Ranking Of Strength Of Taste Among Benson & Hedges Cigarettes
Q.19 Opinion Of The Word "Classic" As Part Of Benson & Hedges' Name
Q.24 Opinion Of The Word "Deluxe" As Part Of Benson & Hedges' Name

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